

RENAISSANCE ON MAIN

Rediscover Kentucky's Downtown

2005 Renaissance on Main Guidelines



RENAISSANCE ON MAIN ALLIANCE

Governor's Office for Local Development (GOLD)

Kentucky Heritage Council

Kentucky Housing Corporation

Kentucky Transportation Cabinet

Kentucky Department of Tourism

Kentucky League of Cities

Federal Home Loan Bank of Cincinnati





BACKGROUND

Renaissance on Main Alliance:

- GOLD (Lead Agency)
- Kentucky Heritage Council/Main Street Program
- Kentucky Housing Corporation
- Kentucky Transportation Cabinet
- Kentucky Department of Tourism
- Kentucky League of Cities (KLC)
- Federal Home Loan Bank of Cincinnati

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Declining downtowns have been an issue for Kentucky and the United States for the last 50 years. In 1979, the Kentucky Heritage Council initiated the Kentucky Main Street Program to target the preservation and adaptive reuse of historic buildings in Kentucky's downtowns. In the fall of 1996, a 26-member committee was appointed to study Kentucky's downtowns and submit recommendations on how to strengthen the state's assistance to cities with downtown revitalization. The result was Renaissance Kentucky which represented an alliance of both state and non-state agencies and organizations focusing resources, funding and expertise on this issue.

In 2004, the Office of Renaissance Kentucky was realigned to the Governor's Office for Local Development (GOLD) as part of Governor Ernie Fletcher's streamlining of state government. GOLD administers numerous state and federal grant programs, therefore, it was determined that the program would benefit from and align better with the mission of GOLD.

In February 2005, Governor Fletcher unveiled new style and programmatic changes to enhance the already successful Renaissance Kentucky program. Although GOLD continues to administer the program, the Renaissance on Main Alliance plays a critical role in the implementation of this program. The Renaissance on Main Alliance is comprised of representatives from the following agencies listed on the left.

The Renaissance Alliance acts as an advisory committee to the Renaissance program, while bringing together federal, state and local expertise and resources to address a host of issues that adversely impact the redevelopment and revitalization of downtown communities. Bringing together the above-listed entities assist the communities with leveraging available funding sources. The Renaissance program is not intended to replace existing state and federally funded programs, but is rather an enhancement.

The relationship between Renaissance on Main and Main Street has evolved since the inception of the program in 1996. The Main Street program provides the structure for the local Renaissance efforts. Upon designation of a certified Renaissance on Main city, you are also part of the Kentucky Main Street program as the criteria required for the Renaissance on Main certification reflects the Main Street approach. It is expected that the local Renaissance Committee and the Main Street Board are one in the same and that the principles and methods of Main Street philosophies are followed in everyday management of the local program.



PURPOSE

The primary focus of the program is to spur economic development through job creation in downtown communities. The purpose of the program is to recognize and reward Kentucky cities that proactively take steps to revitalize and maintain safe, vibrant and economically sound development in downtown communities. While construction of new facilities can be an option, the program encourages the adaptive use of existing buildings with particular emphasis on the preservation of historic or unique facilities.

For additional information on the Renaissance on Main program, please visit our web site at www.gold.ky.gov. If you have comments or questions regarding the program, please contact Renaissance on Main Executive Director Ginger Wills at 800-346-5606 or by email at ginger.wills@ky.gov.

Contact Information

If you have questions or comments please contact Renaissance on Main Executive Director Ginger Wills at:
Governor's Office for Local Development (GOLD)
Renaissance on Main
1024 Capital Center Drive, Suite 340
Frankfort, KY 40601
800-346-5606
502-573-2382



CANDIDATE CITY PRE-APPLICATION

Communities that meet the pre-application criteria and intend to seek Renaissance on Main certification designation are encouraged to participate first as a Candidate City. Candidate Cities are ranked in accordance to demonstrated downtown revitalization efforts. Renaissance on Main staff assists Candidate Cities in establishing a local Renaissance on Main committee as well as a sound programmatic funding base at the local level. Participation as a Candidate City does not guarantee selection as a Certified Renaissance on Main City. Candidate Cities must successfully complete the Renaissance on Main Certification process within two years of designation.

Candidate Cities are eligible for Renaissance on Main training and services. Upon completion of the Renaissance on Main certification criteria, candidate cities may be invited to advance to the certified Renaissance on Main designation and are eligible for funding. Candidate Cities will be designated annually at the Governor's Local Issues Conference.

All incorporated cities within the Commonwealth of Kentucky are eligible to submit a pre-application. Unincorporated cities within the Commonwealth of Kentucky are only eligible for consideration if sponsored by county government. Cities wishing to enter the Renaissance on Main program must submit the pre-application no later than June 30, 2005.

The pre-application should be mailed to:

Governor's Office for Local Development Renaissance on Main 1024 Capital Center Drive, Suite 340 Frankfort, KY 40601



PRE-APPLICATION FOR CANDIDATE CITY DESIGNATION

Applicant (must be city or county government):
Mailing Address:
City/State/Zip:
Phone:
Fax:
E-mail Address:
County Judge/Executive (for unincorporated city):
Application Prepared by:
Address of Preparer:
Designated Renaissance on Main Contact Person:
Title:
Agency (if other than city or county government):
Mailing Address:
City/State/Zip:
Phone:
Fax:
E-mail Address:
Main Street Manager (if not Renaissance on Main contact):



CITY PROFILE

County:
Area Development District:
City Population:
County Population:
Please provide a brief description of the city including historical highlights, unique characteristics and geographic features.
Describe the overall economic condition of the city. Who are the major employers in the city? Describe types of businesses and number of employees.
Describe any cultural or recreational activities, historic or tourism assets or programs that will directly affect the Renaissance on Main area (special festivals, arts events, museums, school events, etc.).
Through a public process, please list the top five projects/initiatives for which your city would seek resources and attach further explanation of those five top priorities of your city.
Describe the strengths/assets of the downtown.
Describe the weaknesses of the city.
Describe current and/or previous downtown revitalization efforts.



DOWNTOWN PROFILE (All questions pertain to designated Renaissance on Main area)

1. How many blocks are included in the Renaissance on Main area?				
2. Number of commercial buildings in the Renaissance on Main	area:			
Number of non-commercial buildings in the Renaissance on	Main area:			
Total number of buildings in Renaissance on Main area:				
Note the number of buildings in the following conditions:				
Excellent condition (well maintained)				
Good condition (maintained)				
Fair condition (in need of repair)				
Poor condition (in need of renovation)				
4. List the number of buildings which are:				
Vacant only on the ground floor	First floor vacancy rate			
Vacant only on the upper floor	Second floor vacancy rate			
Completely vacant				
5. What is the current average rent per square foot for comme	rcial space in the downtown?			
6. What is the average assessed value of a traditional two-story brick structure in the downtown?				
7. Note the number of businesses in the downtown in these cate	egories: Bar/Lounge			
Insurance Office	Furniture/Appliance Store			
Real Estate Office	Recreation/Cultural			
Restaurant	Laundry/Cleaner			
Department Store	Hardware Store			
Grocery	Hairstyling (men/women)			
Service Station Clothing Store	Gift/Card Shop Specialty Shop			
Auto Dealership	Jeweler			
Medical Office	Shoe/Shoe Repair Shop			
Law Office	Newspaper/TV/Radio Station			
Accounting/Tax Office	Hotel/Motel			
Pharmacy	Other:			



DOWNTOWN PROFILE (continued)

8. Note t	ne number of government buildings in the Renaissance on Main area:
	Schools (primary, secondary, community college site, etc.)
	Federal
	State
	Local
	City
	County (courthouse, county offices, etc.)
9. List the	e number, location and size of any parks in the downtown.
10. Estim	ate percentage of downtown buildings that are owner occupied.
11. Estim	ate percentage of downtown buildings that have out-of-town owners.
12. How	many housing units are located in the Renaissance on Main area? Describe stock:
	Single-family owner occupied
	Single-family tenant occupied
	Rental upper story
	Rental lower level
	Rental upper story



Please indicate if the following items/organizations are currently in place in your city:

Check Appropriate Response	Yes	No	Date Implemented
Planning and Zoning (KRS 100)			
Code Enforcement Board			
City Manager or Planner (full- or part-time)			
Main Street Program			
Marketing Plan			
Impediment Plan			
Historic District Ordinance			
Sign Ordinance			
Full Time Mayor			
Local Public Housing Authority			
Design Review Board			
Certified Communities Partnership Program (Chamber of Commerce)			
Revitalization Plan (ARC planning or other)			
Downtown Traffic Counts			
Parking Plan			
Streetscape Plan			
Neighborhood Stabilization Plan			



CANDIDATE RENAISSANCE ON MAIN CITY PRE-APPLICATION

I hereby certify that the information provided in the pre-application for Renaissance on Main designation to be true and accurate to the best of my knowledge and that all information contained herein has been thoroughly reviewed prior to signature. I understand that information provided herein is subject to verification by the alliance at any stage of progress and that failure to disclose pertinent information or provide false information shall constitute disqualification from participation in the program. Further, I hereby agree to ensure full written disclosure in the event of a possible conflict of interest relating to any revitalization initiative in the Renaissance on Main area.

Signature of Mayor/County Judge/Executive	Date	
Signature of Renaissance on Main/Committee Chair	 Date	
Signature of Renaissance on Main/Main Street Manager	 Date	

SUBMIT SEVEN (7) COPIES OF THE PRE-APPLICATION NO LATER THAN JUNE 30, 2005 TO THE ADDRESS BELOW:

Governor's Office for Local Development Renaissance on Main 1024 Capital Center Drive, Suite 340 Frankfort, KY 40601



Certified City Application

Certified Renaissance on Main Cities must successfully complete the Renaissance on Main Certification criteria below and agree to be certified annually. Upon certification, the cities are eligible to compete for the designated funding opportunities.

Cities formerly recognized as Gold Level Renaissance Cities will automatically be granted Certified Renaissance on Main City status for the 2005 calendar year. This certification will be renewable annually beginning in January 2006. However, all cities must submit reinvestment statistics.

Cities formerly recognized as Silver Medallion, Silver or Bronze Level Renaissance Cities will be designated as Candidate Cities and will advance to Certified Renaissance on Main City status upon the successful completion of the required Renaissance on Main Certification criteria.

Cities must demonstrate reasonable improvement in all four program areas and a strong organizational operation. Cities must demonstrate progress in their downtown revitalization goals.

Renaissance on Main Cities must be certified annually. The certification will be required for eligibility for designated funding set asides and other funding opportunities developed for downtown revitalization efforts. To become certified, the following submissions are due no later than April 1, 2005 and should reflect program activity from January 1 - December 31 of the previous calendar year.



APPLICATION FOR RENAISSANCE ON MAIN CERTIFIED CITY DESIGNATION

Applicant (must be city or county government):
Mailing Address:
City/State/Zip:
Phone:
Fax:
E-mail Address:
County Judge/Executive (for unincorporated city):
Application Prepared by:
Address of Preparer:
Designated Renaissance on Main Contact Person:
Title:
Agency (if other than city or county government):
Mailing Address:
City/State/Zip:
Phone:
Fax:
E-mail Address:
Main Street Manager (if not Renaissance on Main contact):



Certification Criteria

I. Organization

- A. Contact information (names & addresses) for Renaissance on Main/Main Street Manager, office, board chair, committee chair and mayor. Include e-mail addresses if available.
- B. Letter of commitment from the city reflecting the current year. (See attached sample)
- C. Copy of annual budget for the current year.
- D. Documentation of board meeting minutes from the previous year.
- E. Documentation of salaried part-time or full-time professional manager. (Provide Job Description)
- F. Documentation of training accrued during previous year. (Minimum of three (3) required)
- G. Copy of current year work plan (outlining projects planned in all four areas: Organization, Design, Promotion and Economic Restructuring) with measurable goals and objectives.
- H. Description of fundraising efforts completed in previous year, including membership.
- I. Description of volunteer recruitment and recognition efforts completed in previous year.
- J. Documentation of public-private partnership roles in your downtown revitalization efforts.

II. Economic Restructuring

- A. Status of market analysis (recommended that market analysis be updated at least every five years)
- B. Description of business retention, expansion and recruitment efforts and provide a copy of the marketing package.
- C. Description of local workshops and training programs.
- D. Submit the following reinvestment statistics for previous calendar year:
 - Number of jobs created
 - Number of jobs lost
 - Number of additional jobs
 - Job total for year
 - Number of new businesses opened
 - Number of businesses closed
 - Number of businesses expanded
 - Business total for the year
 - Number of employees in your designated downtown area



Certification Criteria

Renaissance on Main Certification Criteria should be sent to the following address no later than April 1, 2005:

Governor's Office for Local Development Renaissance on Main 1024 Capital Center Drive, Suite 340 Frankfort, KY 40601

III. Design

- A. Description of current incentive programs
- B. Description of current educational and public awareness programs
- C. Statement on status of local "Design Guidelines" and "Historic District Ordinance"
- D. Statement on status of local building inventory
- E. Submit the following reinvestment statistics for previous year:
 - Number of major building rehabilitations
 - Amount invested in major building rehabilitations
 - Number of façade renovations
 - Amount invested in façade renovations
 - Number of minor building improvement projects (sign, paint, etc.)
 - Number of new buildings constructed
 - Amount invested in new building construction
 - Number of public improvement projects
 - Number of public improvement projects started and carried over from previous year
 - Amount invested in previous year in public improvement projects
 - Total reinvestment amount
 - Number of new housing units in downtown
 - Number of historic rehabilitation tax credit projects
- F. Submit a copy of the Renaissance on Main Area Map

IV. Promotion

- A. Description of Marketing and Image Building projects completed in previous year.
- B. List of retail promotion events completed in previous year.
- C. List of special events and festivals completed in previous year.
- D. Local program brochure & logos
- E. Sample newsletters or press releases from previous year
- F. Status of web-site development



Incentive Program

The Renaissance on Main Alliance recognizes the value of the following items and encourages all communities to work toward and maintain these items. Furthermore, it is our intention to recognize communities that undertake these initiatives by assigning additional points to future funding applications.

- Market Analysis and Implementation Plan
- Building Inventory
- Historic Preservation Ordinance
- Planning and Zoning



Appendix AANNUAL LETTER OF COMMITMENT

Renaissance on Main/Main Street Community Letter of Commitment

This Letter of Commitment is the formal and binding statement of the plans, expectations and	d responsibilities
required for certification by the Renaissance on Main/Main Street Program (hereinafter referred	to as "RM/MS")
from (city) (hereinafter referred to as "CITY"), and	(Renaissance on
Main organization) (hereinafter referred to as the "ORGANIZATION"). This commitment is for	r January 1, 2005
through December 31, 2005.	

The CITY and the ORGANIZATION commit to participate in the Renaissance on Main/Main Street Program and agrees to:

- 1. Employ a local program manager/executive director who will be responsible for the day-to-day administration of the Renaissance on Main/Main Street organization in the community (part-time salaried position in communities under 5,000 population; part-time/full-time salaried position for communities with 5,001 9,999 population, full-time salaried position for communities over 10,000 population). In the event the program manager position is vacated during the term of this Agreement, the ORGANIZATION agrees to make every attempt to fill the position within three months or less. Manager/executive director shall serve as a liaison between the community and the local government entity and shall report to the local government entity at least quarterly.
- 2. Establish and/or maintain an organizational entity that includes representation from both the public and private sectors. This Board must meet on a regular basis and maintain official meeting minutes denoting the organizational business. The Board is encouraged to establish working committee including, but not limited to the following committees: design, economic restructuring, promotion, and organization; and whose sole focus is the management of the designated Renaissance on Main/Main Street district.
- 3. Work together to provide an adequate budget with funds necessary for operating a Renaissance on Main/Main Street program office, implementing an active plan of work, and ongoing training of the program manager and board.
- 4. Develop and implement a comprehensive approach to downtown revitalization using the Four Points and Eight Principles ascribed by the National Main Street Center, including development of annual written work plan for the local Renaissance on Main/Main Street organization.
- 5. Provide regular reporting of data for monitoring the progress of the Renaissance on Main district by submitting economic development reports in a timely manner using a format provided by RM/MS and provide other information requested by RM/MS on or before identified deadlines.



Appendix A (continued)

ANNUAL LETTER OF COMMITMENT

- 6. Promote and encourage program manager and board member attendance at local, state and national training opportunities, as identified by RM/MS. Program manager and/or local designee must attend a minimum of three (3) downtown revitalization trainings during the January-December timeframe. The ORGANIZATION shall be responsible for travel costs and other expenses associated with these meetings.
- 7. Provide RM/MS with copies of any materials relating to the Renaissance on Main/Main Street program published during the program year.
- 8. Demonstrate timely and professional administration of grant funds.

IN WITNESS WHEREOF, the parties have agreed to this commitment.

, ,	
Signature of Mayor	 Date
	 Date
(For Unincorporated City)	
Signature of Renaissance on Main/Main Street Chair	 Date
Signature of Renaissance on Main/Main Street Manager	 Date



Appendix BSAMPLE BUDGET

	(1) Cash	In-Kind	
Personnel			
A. Part-time Manager: salary & benefits	\$20,000		
B. Clerical Staff:	\$10,000		
1) Salary/wages benefits		\$4,000	
2) Salary/wages benefits		\$1,000	Town Secretary
Operating			
A. Space Costs			
1) Rent		\$3,000	Lou's Dept. Store
2) Utilities/Trash	\$300		
3) Telephone	\$1,200		
B. Equipment	\$2,800		
C. Consumable Supplies	\$300		
D. Printing/Copies/Posting	\$2,000		
E. Insurance - fire & liability	\$250		
Other			
A. Travel	\$2,500		
B. Memberships/subscriptions	\$800		
Program & Activities			
A. Organization			
1) Membership Drive	\$500		
B. Design			
1) Facade Loan Program	\$2,000	\$500	Knight Printing
C. Promotion			
1) Newsletter	\$1,000	\$500	Knight Printing
2) Special Events & Advertising	\$2,000		-
D. Economic Restructuring	•		
1) Market Study	\$1,500	\$10,000	Chamber of Commerc
Miscellaneous			
	¢200	¢200	Garden Club
A. Other - Decorations	\$200	\$200	Garden Club



Appendix CSample Meeting Agenda and Minutes Form

Meeting Date:				
Time:				
Location:				
Chairperson:				
Attending:				
Absent:				
Top Issue:				
Item 1:				
Item 2:				
Item 3:				
Item 4:				
Notes:				
Summary/Notes for Board and Staff:	Next Meeting Scheduled for:			
	Date: Time:			
Send to:	Location:			



Appendix DSAMPLE WORKPLAN

0	RGANIZATION			
•	 Work to define Renaissance on Main/Main Street organizations mission and develop strong communicationships. 			
	Timeline:	Budget:		
• Recruit new members to serve on the board and committees.				
	Timeline:	Budget:		
•	 Acquaint new board committee members with Renaissance on Main/Main Street organization's goa activities, policies and procedures. 			
	Timeline:	Budget:		
•	• Recruit new volunteers to carry out activities. Assist volunteers in finding assignments that they enjoy and which they are well suited.			
	Timeline:	Budget:		
•	 Create a promotional packet for Renaissance on Main/Main Street organization for the purpose solicitation for membership and the creation of a volunteer network. 			
	Timeline:	Budget:		
PF	ROMOTIONS			
•	Develop more aggressive marketing strategies for downtown area.			
	Timeline:	Budget:		
•	Coordinate/Participate in special event projects scheduled for the year.			
	Timeline:	Budget:		
•	 Work in conjunction with the Tourism Commission on projects outlined in the recently completed Tourism Development Plan. 			
	Timeline:	Budget:		



Appendix D (continued) SAMPLE WORKPLAN

E	CONOMIC RESTRUCTURING	3							
• Continue to support and strengthen the businesses located in the downtown area and encourage active involvement of downtown businesses in revitalization process.									
	Timeline:	Budget:							
•	Advocate and support the D	Powntown Business Association.							
	Timeline:	Budget:							
•	Provide business owners wit	h training and information workshop opportunities as possible.							
	Timeline:	Budget:							
•	Provide assistance and information to current and prospective downtown businesses.								
	Timeline:	Budget:							
•	Develop more attractive incentives for property owners to improve building structures.								
	Timeline:	Budget:							
Develop strategy and incentives to increase upper-story occupancy.									
	Timeline:	Budget:							
D	ESIGN								
•	Consider proposals received	l for Façade Improvement Grant Program.							
	Timeline:	Budget:							
•	Develop an annual Building	Improvement Award to be distributed during the annual meeting.							
	Timeline:	Budget:							
•	Continue to review Low Inte	rest Loan Pool Applications.							
	Timeline:	Budget:							
•	Develop Paint Partnership P	ogram.							
	Timeline:	Budget:							
•	Submit TEA-21 application for streetscape improvements.								
	Timeline:	Budget:							



Appendix EBUILDING INVENTORY

RENAISSANCE ON MAIN/MAIN STREET BUILDING INVENTORY

Date of Inspection:					
Inspection conducted by:					
Building name and addres					
Owner/contact name, add					
	Square	Use/Tenant	Rent		
Basement					
Ground Floor					
Upper Floors - 2					
-3					
-4					
Assessment Ratio		Size]		
Building			11		
Land			11		
Total			1		
Year of latest property tax	assessment:	1			
			Building		
Map/Parcel:		Photograph			
Zoning:					
Annual Taxes:					
Insurance Premium:					
For sale:					
Realtor/Contact:					
Date photo taken:					



Appendix E (continued) BUILDING INVENTORY

Date of building construction:							Date of building alterations:				
Constructio	on type: Bricking be Concrete s			Concrete block Steel structure			Brick veneer Stone			Wood frame Other	
Existing us	Existing use:										
Past Use:	Past Use:										
Proposed (Proposed use if vacant:										
	Good	Fair	Poor		Good	Fair	Poor]			
Roof				Doors				1			
Gutters				Interior				1			
Ext. Walls				Plumbing				1			
Storefront				Heating				1			
Windows				Air Condition							
Additional	Additional Notes:										
Number of	Number of Parking Spaces: Parking: • On • Off										
Parking Sp	Parking Space Breakdown: Owned Leased Municipal										
Rear Entry	Rear Entry in Building (for receiving, shipping and customers): Yes No										
Loading D	Loading Dock: Yes No										
Additional	Additional Site Information:										
Painted:	Painted: ☐ Yes ☐ No Interior water leaks: ☐ Yes ☐ No										
Exterior cr	Exterior cracks:										
Sandblaste	Sandblasted:										
Type of air	Type of air conditioning system and condition:										
Type of amperage service to building: □ 110 volts □ 220 volts □ 110 & 220 volts											
General co	General comments on building:										



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